

fresh

approaches to fertilizing techniques

2010

November 17-18, 2010

Holiday Inn Fresno Downtown-Convention Center

Fresno, California

The California Department of Food and Agriculture's (CDFA) Fertilizer Research and Education Program (FREP) and the Western Plant Health Association (WPHA) team up to present a full, two-day conference on fertilizing techniques. The broad agenda is geared toward a wide range of agriculturalists, including agricultural supply and service consultants, growers, university extension specialists, crop advisers, and local, state and national governmental agency personnel.

Presenters from academia, industry and agricultural consulting will address ground-breaking research, practical implementation and regulations through the following major themes:

- **SALINITY**
- **PRECISION NUTRIENT MANAGEMENT**
- **FERTIGATION AND FERTILIZER PRACTICES**
- **STATEWIDE AND REGIONAL NUTRIENT MANAGEMENT**

Early registration deadline:
October 25, 2010

CCA/PCA credits offered. Special registration for students available.



ABOUT THE SPONSORS



The CDFA Fertilizer Research and Education Program coordinates and funds research and projects that advance the environmentally safe and agronomically sound use and handling of fertilizer materials. FREP serves growers, agricultural supply and service consultants, university extension personnel, and local, state and national governmental agencies and organizations. Web site: <http://www.cdca.ca.gov/is/fflders/frep.html>



The Western Plant Health Association is a not-for-profit trade association that represents fertilizer and crop protection manufacturers, agricultural biotechnology providers, and agricultural retailers in California, Arizona and Hawaii. WPHA's mission is to promote the environmentally safe and agronomically sound use and handling of plant health products and services for the production of safe, high quality food, fiber and horticultural products. Web site: www.healthyplants.org

CONFERENCE PROGRAM

Wednesday, November 17, 2010

9:00-9:15 **Welcome**
*Asif Maan, Acting Director of Inspection Services,
Feed, Fertilizer, Livestock Drugs & Egg Regulatory
Services, Division of Inspection Services, CDFA*

Renee Pinel, President/CEO, WPHA

Facilitator
*Rob Mikkelsen, International Plant
Nutrition Institute*

Salinity

9:15-9:45 What is Salinity?
Jerome Pier, Crop Production Services

9:45-10:30 Practical Aspects of Salinity Management
Steve Grattan, UC Davis

10:30-10:45 **Break**

10:45-11:15 Almond Rootstocks for Salinity Management
*David Doll, UC Cooperative Extension,
Merced County*

11:15-11:45 Growing Crops in High Salinity Soil –
A Farmer's Perspective
Ron Macedo, RAM Farms

11:45-12:45 **Lunch (provided)**

Precision Nutrient Management

12:45-1:15 What is Precision Agriculture?
When Is It Useful?
Tim Stone, Britz-Simplot, Inc.

1:15-1:45 GPS and Satellites- Their Use in Precision Ag
Jason Ellsworth, Wilbur-Ellis Company

1:45-2:15 Nutrient Uptake Curves on Specific Crops, Turf
and Ornamentals
Anne Collins, Dellavalle Laboratory, Inc.

2:15-2:30 **Break**

2:30-3:00 Can a Better Tool for Assessing 'Haas' Avocado
Tree Nutritional Status be Developed?
Carol Lovatt, UC Riverside

3:00-3:30 Nitrogen Application Timing and Practices in
Sweet Cherry Orchards
Gregory Lang, Michigan State University

3:30-4:00 Utilizing Technology for Precision
Nutrient Management
Michael Larkin, Crop Production Services

4:00 p.m. **Concluding Remarks**

Thursday, November 18, 2010

9:00-9:15 **Welcome**
*Charles Krauter, Professor Emeritus, Plant
Pathology, CSU Fresno*

Renee Pinel, President/CEO, WPHA

Facilitator
Keith Backman, Dellavalle Laboratory, Inc.

Fertigation and Fertilizer Practices

9:15-9:30 Fertigation- Its Importance in Agriculture
Keith Backman, Dellavalle Laboratory, Inc.

9:30-10:00 Water-Run Nitrogen Fertilizer Practices
on Field Crops
Stuart Pettygrove, UC Davis

10:00-10:30 Improving Pomegranate Fertigation and
Nitrogen Use Efficiency with Drip Irrigation
Systems
James Ayars, USDA-ARS

10:30-10:45 **Break**

10:45-11:15 Fertigation of Quality Wine Grapes
Sebastian Braum, Yara North America, Inc.

11:15-11:45 Updating Nutritional Strategies for Today's
California Pear Industry
Kitren Glozer, UC Davis

11:45-12:45 **Lunch (provided)**

Statewide and Regional Nutrient Management

12:45-1:15 Formulating an Efficient Nutrient Management
Plan for Row Crops
Tim Hartz, UC Davis

1:15-1:45 Development of Certified Crop Adviser
Specialty Certification and Continuing
Education in Manure Nutrient Management
Stuart Pettygrove, UC Davis

1:45-2:15 Development of a Nutrient Budget Approach
to Fertilizer Management in Almond
Patrick Brown, UC Davis

2:15-2:30 **Break**

2:30-3:00 Foliar Fertilization and Nutrient Monitoring
of Tomatoes
*Scott Stoddard, UCCE Farm Advisor, Merced
and Madera Counties*

3:00-3:30 Developing Testing Protocols to Assure the
Quality of Fertilizer Materials for Organic
Agriculture
William Horwath, UC Davis

3:30 p.m. **Concluding Remarks**

CCA AND PCA CREDITS

Certified Crop Adviser and Pest Control Adviser continuing education units have been requested. Details will be posted at www.cdfa.ca.gov/is/flders/frep.html

DIRECTIONS TO CONFERENCE

Holiday Inn Fresno Downtown-Convention Center
1055 Van Ness Avenue
Fresno, CA 93721
Tel: (559) 233-6650

From Northern California:

From Highway 99 South, exit Fresno St/Civic Center (#132B). Turn left onto Fresno St. Turn right on Van Ness Ave. Pass Tulare Avenue and the hotel entrance will be on the right.

From Southern California:

From Highway 99 North, merge onto State Route 41 North (towards Yosemite). Take the first exit, Van Ness Ave./Civic Center (#126B). Turn left onto Van Ness. Pass Tulare Avenue and turn left into the hotel.

From Central Coast:

Proceed on State Route 41 North (towards Yosemite). Take exit to Van Ness Avenue/Civic Center (#126B). Turn left onto Van Ness. Pass Tulare Avenue and turn left into the hotel.

PARKING

For in-house guests parking is free. Discounted parking is \$3.00 per day for meeting attendees not staying in the hotel.

ACCOMMODATIONS

Holiday Inn Fresno Downtown-Convention Center
1055 Van Ness Avenue
Fresno, CA 93721
Tel: (559) 233-6650

A limited block of sleeping rooms has been held for conference participants for November 16 and 17, at a rate of \$84 per night, plus tax. Call and reserve under group code

"Western Plant Health." Booking is on a first-come, first-served basis until November 1, 2010.

CONFERENCE REGISTRATION

Early (postmarked by October 25, 2010): \$75 per day or \$140 for both days.

Students' fee is \$35 per day or \$70.00 for both days.

Late (postmarked after October 25, 2010 or on-site): \$100 per day or \$175 for both days.

Students' fee is \$40 per day or \$80.00 for both days.

All registrations include handouts, FREP research annual report, continental breakfast, lunch and refreshments. A completed registration form is required for each attendee.

Payment options are: a) check **payable to WPHA**; or b) credit card (include information on form below). Regrettably, no cash can be accepted.

Registration confirmation will be sent.

REFUND POLICY

Registration refunds, less a \$10 handling fee, are available up to October 25, 2010. No refunds after that date.

SEND REGISTRATION/GET ADDITIONAL INFORMATION

California Department of Food and Agriculture
Fertilizer Research and Education Program
1220 "N" Street, Sacramento, CA 95814-5607
<http://www.cdfa.ca.gov/is/flders/frep.html>;
E-mail: frep@cdfa.ca.gov
Tel: (916) 445-0444 · Fax: (916) 445-2171



REGISTRATION FORM

Please type or print, and check all that apply.

FIRST NAME

LAST NAME

BUSINESS/AFFILIATION

MAILING ADDRESS (NUMBER, STREET, P.O. BOX)

CITY, STATE, ZIP

TELEPHONE/FAX NUMBER

E-MAIL ADDRESS

☐ **Vegetarian**

Your affiliation(s):

- | | | |
|-------------------------------------|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> CCA | <input type="checkbox"/> Industry | <input type="checkbox"/> Government |
| <input type="checkbox"/> PCA | <input type="checkbox"/> Grower | <input type="checkbox"/> Media |
| <input type="checkbox"/> Consultant | <input type="checkbox"/> University | <input type="checkbox"/> Other _____ |

Registration Fees

Early registration must be postmarked by October 25, 2010.

- ☐ \$140 for both days
☐ \$75 per day: ☐ Nov. 17 ☐ Nov. 18
☐ Student, \$35 per day: ☐ Nov. 17 ☐ Nov. 18
☐ Student, \$70 for both days

Late registration is postmarked after October 25, 2010, or on-site.

- ☐ \$175 for both days
☐ \$100 per day: ☐ Nov. 17 ☐ Nov. 18
☐ Student, \$40 per day: ☐ Nov. 17 ☐ Nov. 18
☐ Student, \$80 for both days

Payment Options

- ☐ Check enclosed **payable to WPHA**. Amount: \$ _____
☐ Credit card: ☐ VISA ☐ MasterCard ☐ American Express

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NAME AS IT APPEARS ON THE CARD

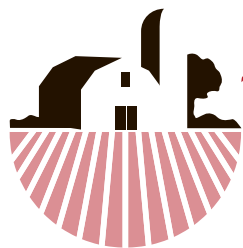
SIGNATURE (REQUIRED)

DATE

EXPIRATION DATE (MM/YY)

A JOINT EVENT!

18th Annual Fertilizer Research and Education Program Conference &
Western Plant Health Association Central Valley Regional Nutrient Seminar



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CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Fertilizer Research and Education Program
1220 "N" Street
Sacramento, CA 95814-5607



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